

MINUTES
KEY WEST STRATEGIC PLANNING COMMITTEE
CITY HALL, 525 ANGELA STREET
WEDNESDAY, JULY 7, 2010

A meeting of the Key West Strategic Planning Committee was held at City Hall, 525 Angela Street on Wednesday, July 7, 2010.

The meeting was called to order at 2:00 p.m.

Answering roll call were Committee Members Julio Barroso, Kevin Boucher, Perry Johnston, Phillip Pierce and Chair Mary Beth McCulloch.

George Fernandez was absent. Todd German arrived at 2:04 p.m. and Carol Schreck arrived at 2:05 p.m.

Also present were City Commissioner Jimmy Weekley, City Commissioner Teri Johnston (arriving at 3:00 p.m.), Assistant City Attorney Larry Erskine and Senior Deputy City Clerk Sue Harrison.

APPROVAL OF MINUTES:

a) June 23, 2010

It was moved by Mr. Boucher and seconded by Mr. Johnston to approve the minutes. The Chair acknowledged the motion and second and asked for objections, seeing none the minutes were approved.

MENTOR PROCESS CONSULTANT

Ms. McCulloch stated they had received resumes from Donna Bosold and Kevin Collins. There were no other responses. The applicants gave brief presentations to the Committee Members. After the presentations the Members submitted their choice for consultant.

(The ballots are attached hereto and made a part of these minutes.)

The Clerk tallied the votes as follows:

Voting for Donna Bosold were Committee Members Kevin Boucher and Todd German.

Voting for Kevin Collins were Committee Members Julio Barroso, Perry Johnston, Phillip Pierce, Carol Schreck and Chairperson Mary Beth McCulloch.

The Clerk would contact the City Manager's Office regarding the selection of Kevin Collins as a consultant to the Strategic Planning Committee to start negotiations for compensation.

Mr. Collins thanked the Committee for selecting him to work with them.

COMMISSION VISION INPUT

Mr. Johnston handed out information he had from a meeting in February from Commissioner Lopez. (Copy attached.)

The members discussed making regular presentations to the City Commission. Mr. Weekley suggested a presentation could be made to the City Commission at the next regularly scheduled meeting of July 20, 2010 or the first meeting in August. Mr. German volunteered to speak on behalf of the Committee on July 20, 2010 for a brief presentation.

Mr. Boucher had briefly spoken with Commission Gibson for his input. Their discussion was based on the economy and affordable housing. He also mentioned use of the arts community to promote their image.

Mr. Barroso said they should be a real destination and with market opportunities for younger people.

Mr. Pierce said after speaking with Commissioner Wardlow his priorities are for a clean city (through the public works department), the Truman Waterfront project and to have a sustainable industry besides tourism dollars.

Mr. German reported from his conversations with Mayor Cates that his priorities were for a clean Key West and to improve their “product” which is tourism and to have more diversity in the type of tourist who visits. He also stated the Mayor would focus on the arts community and to find a long and lasting solution to the homeless issue.

Commissioner Johnston arrived at 3:00 p.m.

Chair McCulloch stated Commissioner Weekley wanted to have a clean city in terms of environmentally friendly and to be an example as part of how Key West is promoted. The next would be to develop a stable economy for the community. The City should be more bicycle and walking friendly (auto free) with clean and well lighted streets.

Mr. German thought it would be a good idea to have a representative from the TDC come to speak to the Committee.

Mr. Johnston stated there were three groups that contribute to the economy; residents, seasonal residents and visitors. Each one not only brings something to the community but also brings in dollars.

Mr. Pierce wanted to find a way to keep the kids here, to find a way to get them to come back after college. The economy should focus on what we can do for the next generation.

Mr. German stated with a population of 25,000 there is only a core of 10,000 to 15,000. What was important was to get ideas from people who will still be here in 20 years.

Mr. Boucher addressed the issue of how to keep people here. He stated they have lost many diverse parts of the city's population. He said the services industry is an important part of this population and he felt it essential to provide inexpensive housing and they needed to find a way to accomplish that.

Ms. Schreck said when speaking about the city's younger population it would be important to talk to the community college. She stated she had spoken with Monroe County Commissioner Carruthers and her thoughts were to see Key West continue to be a green city. She stated there should be decent transportation and to be a more bike friendly town. Commissioner Carruthers wanted to see free secure wireless for alternative economic opportunities in the future and she mentioned the WPA. Ms. Schreck said there should be more regional and partnering concept ideas with other entities such as the community college, the Aqueduct Authority and the County, such as the Higgs Beach project, and grant opportunities that are regional and not just city wide.

Mr. Barroso said at Keys Energy their strategic plan starts at the board level and from there they come up with strategies and then an action plan. He said they go through this process every two years and they have just finished the current one.

Chair McCullough stated they needed to make this something people want to do. Commissioner Weekley stated the present Commission was more committed to this process.

Mr. Barroso also felt it was important that the city staff implement this. Staff would be the ones that could tell them what could happen. They should make sure they have doable things so they can see the progress after five years.

Commissioner Johnston spoke about Commission support and ratification. She stated one of the reasons it failed in 2004 was there was no buy-in for the budget.

Mr. Pierce stated they need to stay focused on the five-year plan.

Mr. Johnston asked who else besides the city government should be involved. Mr. Weekley stated that is where the public input would come in to the picture.

LARSON STUDY

Chair McCulloch suggested this item be postponed for now.


OTHER DISCUSSION

Chair McCulloch suggested for the next agenda the Larson Study, Amy Kimball-Murley to return and speak on her top three important issues, that Harold Wheeler or Jessica Bennett from the TDC be invited to speak.

Mr. German ran through a list of items he would present to the City Commission at the meeting on July 20, 2010.

ADJOURNMENT

The Chairman adjourned the meeting at 3:55 p.m.



Susan P. Harrison, CMC
Senior Deputy City Clerk

Kevin

Julio

Julio Barroso

Don't A

Kevin Boucher

I choose Donna

Todd German

Todd German

Kevin Collins

Perry Johnston

Kevin Collins

~~Phillip Pierce~~
Phillip Pierce

KEVIN COLLINS

A stylized handwritten signature, possibly reading 'GAI' or 'GAI', with a large loop and a horizontal line extending to the right.

CAROL SCHRECK

Kevin Collins

Beth McGulloch

Chairperson Mary Beth McGulloch

Commissioner Lopez

2/17/2010

Perry Johnston

[Note to Committee: I was not able to schedule an appointment with Commissioner Lopez to address the question Todd asked at the last meeting—but these notes from an earlier conversation suggest his thinking on the strategic plan]

Q. Thoughts you have about why KW needs a strategic plan?

C.L. "A strategic plan is way overdue; as a city we need to get back on track." The Commission did not want to turn over the strategic plan development to experts who would run us through exercises, so they will appoint residents.

Specifically, Bahama Village and the waterfront needs to get tied into an overall city plan

Q. What is your sense of what is important to the future of the city?

C.L. "History is number 1, followed by the arts;" we need to think about what brings people here.

Q. What are your thoughts on the scope of a strategic plan?

C.L. "We need a broad vision" from which we (the Commission) can pick more immediate issues. Government needs to be implementing a big, long-term goal so the plan needs to include short-term objectives to reach those goals.

Q. It's early in the process, but are you thinking of what types of areas, such as the environment or the economy, that the plan should address?

C.L. "Yes. Clearly yes. Key West needs to think about what we have to sell. What are our opportunities?" I don't know how to move forward with all the groups, but "the Strategic Planning Board is probably going to replace what other Boards are doing, for example, on sustainability. Sustainability has to be part of the plan."

[At this point, Commissioner Lopez drew a diagram with 4 boards of particular interest to him (Bahama Village Advisory Board, Truman Waterfront Board, Bight Bd, Sustainability Advis Bd) all feeding into the Comp Plan. Other City planning efforts also fed into the Comp Plan (e.g., current Strategic Plan) and all of these fed into the "Strategic Plan with Long Term Goals."]

Q. How do we keep you and the whole Commission engaged?

We need to be sure to do what Teri Johnston has done with one of the boards she is interested in—have you report once a month to the Commission. And we should meet every so often to discuss what is going on.